**GOVERNMENT OF ANDHRA PRADESH**
**ABSTRACT**

Prohibition & Excise / APSBCL – e-Procurement notification for supply of IMFL (other than Beer) including Wine and RTD – Recommendations of the Tender Committee - Principles for fixation of the basic prices for supply of IMFL (other than Beer) including Wine and RTD – Orders – Issued.

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**REVENUE (EX.II) DEPARTMENT**

**G.O.MS.No. 401** **Dated: 14-09-2017**

**Read the following:**

1. Govt.Letter No.25445/Ex.II(2)/2013-1, dt.07-09-2015.
2.Govt.Letter No.19585/Ex.II(2)/2015, dt.03-10-2015.
3. G.O.Ms.No.369, Rev(Ex-II) Dept., dt.30-09-2015.
4. From CPE, AP, Lr.No.K/Andhra/FL/245/2016-17/44, dt.18-06-2016.
5.Govt.Memo. No.25445/Ex.II(2)/2013, dt.30-06-2016.
6.Govt.Letter No.25445/Ex.II(2)/2013-1, dt.23-05-2015.
7. e-Procurement Notification No.P&ED/APSBCL/I/2015-16/1, Dt.15-10-2015.
8. Tender Committee report dt.01-05-2017.
9. From the CPE, A.P., P&ED/APSBCL/I/2017-18, DT.10-05-2017 and 08-06-2017.
10.Govt.Memo. No.25445/Ex.II(1)/2013, dt.16-06-2017.
11.From the CPE, A.P., P&ED/APSBCL/MM/I/2017-18, DT.04-07-2017.
12.From the CPE, A.P., P&ED/APSBCL/MM/I/2017-18, DT.27-07-2017.

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**ORDER:**

In the letter 1st read above, the Government have accorded permission to issue notification, to call for fresh offers through e-procurement on all India basis in a transparent manner, for procurement of Indian Made Foreign Liquor (other than Beer) for the year 2015-16 onwards from the manufactories and wineries located within the country.

2. In the G.O. 3rd read above, the Government have re-constituted the Tender Committee under the chairmanship of Justice Sri R.Ramanujam, Retd.Judge, High Court for finalizing the tenders of Indian Made Foreign Liquor (other than Beer) for the year 2015-16.

3. In the notification 7th read above, the Commissioner of Proh. & Excise invited offers through e-procurement notification for supply of Indian Made Foreign Liquor (other than Beer) including Wine and RTD.

4. The Committee scrutinized the offers, held negotiations and submitted a report with recommendations on the Basic Prices of IMFL (Other than Beer) including Wine & RTD to the Commissioner of Prohibition & Excise.

5. In the letter 12th read above, the Commissioner has furnished the report and recommendations of the Committee along with his remarks for fixation of basic prices of IMFL (Other than Beer) including Wine & RTD.

6. Government after careful consideration of the matter approved the principles for fixation of the basic price of IMFL (Other than Beer) including Wine & RTD:

| Sl.No | Description | Principles for fixation of basic price |
|---|---|---|
| 1 | Below Rs.400/- basic price per case | No increase |
| 2 | Rs.400/- to 450/- basic price per case | 3% Increase on existing basic price or offered basic price whichever is lower. |
| 3 | Above Rs.450/- (Category B,C,D)(inclusive of Wine and RTD) basic price per case | 9% Increase on existing basic price or offered basic price whichever is lower. |

<table>
<tr><td>4</td><td>Similarly sounding/ Descriptive brands.</td><td>The similarly sounding/Descriptive brands may be introduced by the supplier within the slabs with minimum differentiation amount as proposed below:
<table>
<tr><th>Sl.No.</th><th>Category</th><th>Slab</th><th>Similarly sounding labels to be introduced within the slabs with minimum difference in basic price</th></tr>
<tr><td>1</td><td>'A' Category</td><td>Up to Rs.450/-</td><td>Rs.50/-</td></tr>
<tr><td rowspan="3">2</td><td rowspan="3">'B' Category</td><td>Rs.450 to 525/-</td><td>Rs.75/-</td></tr>
<tr><td>Rs.525 to 575/-</td><td>Rs.50/-</td></tr>
<tr><td>Rs.575 to 700/-</td><td>Rs.75/-</td></tr>
<tr><td>3</td><td>'C' Category</td><td>Rs.700 to 1000/-</td><td>Rs.100/-</td></tr>
<tr><td rowspan="4">4</td><td rowspan="4">'D' Category</td><td>Rs.1000 to 2500/-</td><td>Rs.200/-</td></tr>
<tr><td>Rs.2500 to 3500/-</td><td>Rs.300/-</td></tr>
<tr><td>Rs.3500 to 5000/-</td><td>Rs.400/-</td></tr>
<tr><td>Above Rs.5000/-</td><td>Rs.500/-</td></tr>
</table>
The supplier is permitted to register new similar label / descriptive label within the prescribed margin shown in above slabs.</td></tr>
<tr><td>5</td><td>Brands existing prior to 2012-13 but not offered for the Rate Contract agreement 2012-13:</td><td>Existing basic price as per the record<br>+<br>Enhancement awarded subsequently<br>+<br>Enhancement recommended for the current year<br>Or<br>offered whichever is lower.</td></tr>
<tr><td>6</td><td>New Brands:</td><td>The basic price offered for new brands upto Rs.2500/- on par with the largest selling brands of the category, in the respective basic price range of the segment namely Whisky, Brandy, Rum, Gin, Vodka etc., in the concerned Excise slab existing at the time of approval or the price offered whichever is lower.<br>It is left to the market forces for the brands offered over and above Rs.2500/- basic price of IMFL.</td></tr>
<tr><td>7</td><td>Basic Price of different pack sizes:</td><td>The basic price of the 375 ml pack sizes (24 bottles) shall be less than basic price of 180 ml pack size (48 bottles). Similarly, the basic price of 750 ml (12 bottles) shall be less than basic price of 375 ml , the basic price of 1 liter (9 bottles) shall be less than basic price of 750 ml (12 bottles) and the basic price of 2 liter (4 bottles) price shall be calculated proportionately as the basic price fixed for 1 liter pack or less. The other higher packs or smaller packs shall be followed the same principle for awarding the basic prices of all categories.</td></tr>
<tr><td>8</td><td>Basic Price for 90 ml pack size:(Case contains 96 bottles)</td><td>The maximum of Rs.55/- per case for 90 ml pack size over and above the corresponding basic price of 180 ml pack size or offered whichever is lower.</td></tr>
<tr><td>9</td><td>Basic Price for 60 ml pack Size : (Case contains 150</td><td>The maximum of Rs.200/- per case for 60 ml pack size over and above the corresponding basic</td></tr>
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|---|---|---|
| | bottles) | price of 180 ml pack size or offered whichever is lower. |
| 10 | Basic Price for 1000 ml pack Size : (Case contains 9 bottles) | The minimum difference of Rs.25/- per case of 1000 ml pack size shall be lesser than corresponding basic price of 750 ml case. |
| 11 | Basic Price for 2000 ml pack Size : (Case contains 4 bottles) | The basic price for the 2 litre pack size (case) shall be less than proportionate cost of 1liter pack size (case). |
| 12 | Aseptic / Pet / Glass / Tin cases: | The basic price of Aseptic / Pet / Glass / Tin bottle packs shall be equal to the corresponding to the basic price of respective Glass bottle pack sizes. |
| 13 | Reducing Basic Price on the request of the supplier: | To reduce the basic price by arriving a maximum retail price per bottle with a minimum difference of Rs.20/- than existing MRP, if Rs.10/- is Rounded up in MRP per bottle.<br><br>The Duties paid shall not be returned to the supplier due to reduction in the basic price. |

7. The above revised prices shall come into force with effect from 14.09.2017.

8. Further, consequent on the revision in the basic price, there will be certain difference in the issue price and Privilege Fee on the stocks in the inventories of the various Government IMFL Depots as on 13-09-2017 (Closing Balance) and the stocks in transit (dispatched on or before 14-09-2017 and reaching the Government IMFL depots on or after 14-09-2017) on the one hand and the stocks that will be dispatched by the manufacturers after the revision on the other. In order to avoid dual pricing of IMFL (Other than Beer) including Wine and RTD during the transition from the pre-revised rates to the revised rates, it is ordered that the difference between the revised and pre-revised issue price will be levied and collected from the licensees, to whom such stock is issued, as a one-time additional special margin and remitted directly to Government under relevant head of account. The Andhra Pradesh VAT embedded in the additional special margin so collected should be remitted to the appropriate head of account.

9. The Commissioner of Prohibition and Excise, A.P. shall take further necessary action in the matter, accordingly.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**Dr. D.SAMBASIVA RAO**
**SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
The Commissioner of Prohibition & Excise, A.P., Vijayawada.
The Managing Director, APSBCL.
The Managing Director, APBCL.
Copy to :
The PS to Spl.CS to CM.
The PS to Minister for Prohibition & Excise.
The PS to Spl.CS to Govt, Revenue (CT, P&E, R&S).
The GA (Cabinet) Department.
SF/SC.

**//FORWARDED :: BY ORDER //**

**SECTION OFFICER**